

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A computer-implemented method for graphically displaying media buying options, the method comprising a computer operable for:

reading a computer memory containing an exposure attribute and at least one remaining attribute for each of a plurality of media buying options;

determining an exposure attribute and at least one or remaining attributes of each media buying option to be displayed; ~~wherein at least one of the attributes is an exposure attribute;~~

displaying a plot of available media buying options, wherein the media buying options are plotted against a first axis corresponding to the exposure attribute and a second axis corresponding to ~~the remaining attribute or~~ at least one of the remaining attributes;

in response to a displayed media buying option being selected or deselected for purchase, recalculating the exposure attribute for each media buying option to account for the exposure of the selected or deselected media buying option, and;

displaying a new plot of the media buying options comprising the recalculated exposure attribute.

2. (previously presented) The method of claim 1, wherein displaying a plot of available media buying options includes evaluating a set of media buying options against filter criteria and displaying only the media buying options that satisfy the filter criteria.

3. (currently amended) The method of either claim 1 or claim 2, wherein the at least one remaining attribute ~~or one of the remaining attributes~~ is a cost attribute and the method includes providing on the display an indicator of the media buying option or options that maximize or minimize the absolute value of the exposure attribute per unit cost over a range of cost for the available media buying options.

4. (previously presented) The method of claim 3, wherein the indicator is a line or band in the plot showing the outer limit of media buying options that maximize or minimize the absolute value of the exposure attribute per unit cost.

5. (previously presented) The method of claim 4, comprising forming the line or band so as to have only a positive or a negative gradient along substantially the entire length of the line or band.

6. (previously presented) The method of claim 4, wherein the line or band is calculated and plotted as an average of a group of options that maximize or minimize the absolute value of the exposure attribute per unit cost for each of a plurality of segments of the plot.

7. (previously presented) The method of claim 3, wherein the indicator shows the media buying option or options that maximize the absolute value of the exposure attribute per unit cost.

8. (previously presented) The method of claim 3, further comprising displaying a total cost of all previously selected media buying options.

9. (previously presented) The method of claim 1, further comprising displaying at least one total exposure attribute for all previously selected media buying options.

10. (previously presented) The method of claim 1, further comprising allowing a user to select media buying options displayed in the plot by directly selecting a media buying option within the plot.

11. (previously presented) The method of claim 1, further comprising allowing a user to select the metric used as the exposure attribute for the media buying options.

12. (previously presented) The method of claim 1, comprising differentiating in the plot any media purchase options that have been previously selected from those that have not been selected.

13. (previously presented) The method of claim 12, wherein when repeat purchases of a media buying option are possible, the method includes identifying in the plot the number of times each media buying option has been selected.

14. (previously presented) The method of claim 13, further comprising identifying in the plot the number of times each media buying option has been selected by displaying each media buying option as a number in the plot, the number indicating the number of times that media buying options has been selected.

15. (previously presented) The method of claim 3, comprising providing an option for the user to display, in a second plot having a first axis corresponding to or related to the cost attribute and a second axis corresponding to or related to the exposure attribute only previously selected media purchase options.

16. (previously presented) The method of claim 15, wherein media buying options plotted in the second plot are plotted by the negative of their cost or exposure attributes, or by both the negative of their cost and exposure attributes.

17. (previously presented) The method of claim 15, comprising providing on the display an indicator of the media buying option or options that maximize or minimize the absolute value of the exposure attribute per unit cost over a range of cost for the available media buying options.

18. (previously presented) The method of claim 1, further comprising allowing a user to select a plotted media buying option and displaying information about a media buying option when it is selected.

19. (currently amended) An apparatus for graphically displaying media buying options, the apparatus comprising a computer operable to:

read ~~either a local or remote~~ computer memory containing an exposure attribute and at least one or two remaining attributes ~~attribute~~ for each of a plurality of media buying options; cause to be displayed, on a computer display a plot of available media buying options, wherein the media buying options are plotted against a first axis corresponding to the exposure attribute and a second axis corresponding to the at least one remaining attribute ~~or one of the remaining attributes~~;

allow a displayed media buying option to be selected or deselected for purchase;

recalculate the exposure attribute for each media buying option to account for the exposure of the selected or deselected media buying option in response to a displayed media buying option being selected or deselected for purchase, and;

display a new plot of the media buying options comprising the recalculated exposure attribute.

20. (previously presented) The apparatus of claim 19, operable to evaluate a set of media buying options identified by data in the computer memory against filter criteria and displaying only the media buying options that satisfy the filter criteria.

21. (currently amended) The apparatus of claim 19, wherein the at least one remaining attribute ~~or one of the remaining attributes~~ is a cost attribute and the computer computes and causes to be displayed an indicator of the media buying option or options that maximize or minimize the absolute value of the exposure attribute per unit cost over the range of cost for the available media buying options.

22. (previously presented) The apparatus of claim 21, wherein the indicator is a line or band showing the outer limit of media buying options that maximize or minimize the exposure attribute per unit cost.

23. (previously presented) The apparatus of claim 22, wherein the line or band is computed so as to have only a positive or a negative gradient along substantially the entire length of the line or band.

24. (previously presented) The apparatus of claim 19, wherein when repeat purchases of a media buying option are possible, the computer causes each media buying option to be plotted so as to indicate the number of times that that media buying option has been selected.

25. (previously presented) The apparatus of claim 21, wherein the computer is further operable to display a second plot having a first axis corresponding to or relating to the cost attribute and a second axis corresponding to or relating to the exposure attribute and plot in the second plot only previously selected media buying options.

26. (previously presented) The apparatus of claim 25, wherein the computer is

operable to plot the media buying options in the second plot according to the negative of their cost or exposure attributes, or by both the negative of their cost and exposure attributes.

27. (previously presented) The apparatus of claim 25, wherein the computer is operable to, for the second plot, compute and display an indicator of the media buying option or options that minimize the exposure attribute per unit cost over the range of cost for the available media buying options.

28. (previously presented) The apparatus of claim 27, wherein the indicator of the media buying option or options that minimize the absolute value of the exposure attribute per unit cost is a line or band drawn through the plot.

29. (previously presented) The apparatus of claim 28, wherein the line or band is an average of the options that minimize the exposure attribute per unit cost for each of a plurality of segments of the plot.

30. (currently amended) The method of claim 1, wherein displaying a plot of available media buying options comprises displaying ~~when applied to the display of~~ media buying options for a radio broadcasting business.

31. (currently amended) The ~~apparatus~~ method of claim 1, wherein displaying a plot of available media buying options comprises displaying ~~when used to display~~ media buying options for a television broadcasting business.

32. (previously presented) The method of claim 16, comprising providing on the display an indicator of the media buying option or options that maximize or minimize the absolute value of the exposure attribute per unit cost over a range of cost for the available media buying options.

33. (canceled)